

CLAIMS

WHAT IS CLAIMED IS:

- 1 1. An method for merchandising beverages comprising:
 - 2 (a) providing a beverage decanter having a neck;
 - 3 (b) providing an collar forming at least a portion of an
 - 4 annulus and having an information display surface;
 - 5 (c) providing a graphic insert;
 - 6 (d) mounting the collar on the neck of the beverage
 - 7 decanter; and
 - 8 (e) positioning the graphic insert on the information
 - 9 display surface.
- 1 2. The method of Claim 1 wherein the graphic insert
- 2 bears information about a beverage.
- 1 3. The method of Claim 2 wherein the beverage has a
- 2 flavor name, and the information borne by the graphic insert includes the
- 3 flavor name of the beverage.
- 1 4. An apparatus for merchandising beverages comprising
- 2 a collar forming at least a portion of an annulus, having an information
- 3 display surface with an upper end and a lower end, a lower lip connected
- 4 to the lower end of the information display surface, an upper lip
- 5 connected to the upper end of the information display surface, with a slot
- 6 formed between at least a portion of the information display surface, at
- 7 least a portion of the lower lip, and at least a portion of the upper lip.
- 1 5. The apparatus of Claim 4 further comprising a graphic
- 2 insert positioned within at least a portion of the slot.